

) (*Dorchester Collection*

Role: Paid Search Executive
Reporting to: Distribution & E-Commerce Manager
Role based: Corporate Office - London, United Kingdom

Role and Responsibilities

To own the creation, implementation and monitoring of all Dorchester Collection PPC/ Retargeting/ Display/ Email Acquisition campaigns.

Scope of Role

- Increase qualified traffic to all Dorchester Collection websites
- Ensure website content is up to date and accurate

Core Job Responsibilities

- Create, execute and manage all Paid search campaigns across Google, Bing, Baidu, Yandex
- Create, execute and manage all Retargeting and Display campaigns in multiple languages
- Provide recommendations and optimizations based on analysis to improve campaigns efficiency (allocation of spending, geo-location, devices, etc.)
- Create and maintain data feeds for Retargeting and Display campaigns
- Agencies and third party management
- Budget owner across all paid channels in collaboration with eCommerce Manager
- Liaise with agencies on a daily basis to ensure paid channels campaigns are running smoothly (PPC, Retargeting, Display)
- Monitor campaign's performance and find new optimization solutions to achieve maximum ROI
- Project manage the creative campaign planning liaising with internal departments and external agencies
- Organise regular trainings and presentations with the hotels
- Work closely with SEO team to ensure the overall digital strategy is aligned
- Monthly reporting for Senior stakeholders
- Responsible for eShop revenue performance and customer journey
- Support the hotels on daily eShop updates (Magento CMS)
- Plan and implement different email acquisition campaigns for the eShop
- Monthly eShop reporting

Person Specification

Education

- Business/ Marketing/ Digital Marketing degree preferred

Experience

- Previous 2 years' experience in a digital role in an agency, retail or hospitality sector

Functional Skills, Knowledge

- In depth knowledge of Google AdWords and Analytics
- Previous experience working with AdRoll, Double Click and Sonar
- ESP experience would be a plus
- Strong analytical mind-set with good attention to detail
- Previous Magento and Wordpress experience is a plus
- Comfortable with manipulating and analysing large data sets
- Excellent presentation skills with confidence presenting findings, analysis and information
- Execution focused with proven ability to move from ideation to delivery
- Needs to be a self-starter and have initiative

Performance Competencies

Inspiring People Engagement

- Leading Employees
- Participative Management
- Building and Mending Relationships

Inspiring Guest Engagement

- Straight Forwardness and Composure
- Change Management
- Doing Whatever it Takes

Inspiring Performance Excellence

- Resourcefulness
- Decisiveness
- Credible and Trustworthy

This job description is intended to illustrate the main duties and responsibilities of the role. It is not intended to be exhaustive and please be advised that the duties and responsibilities may be added on a temporary or permanent basis as appropriate.

Updated: November 2016